



Get Covered Illinois: One-Stop Resource for Health Care Coverage

Digital Experience: Enterprise Solutions

State of Illinois
Illinois Department of Innovation & Technology

Initiation: June 2023

Completed: October 2025

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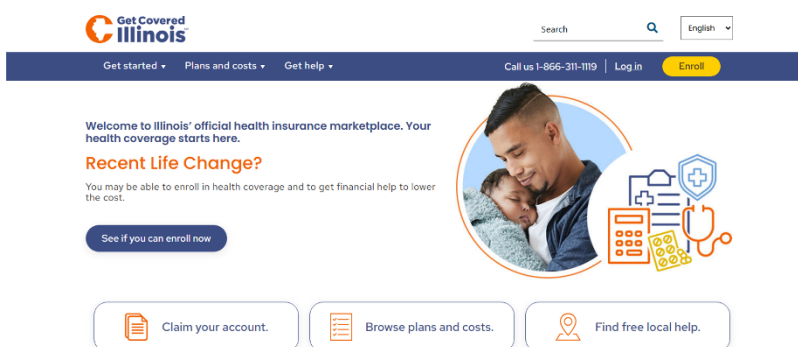
Executive Summary

Modernizing Access to Health Care Coverage

When Illinois passed legislation in 2023 to move to a fully state-based health insurance marketplace, the timeline to deliver was ambitious. In just two years, the State would need to stand up an entirely new enrollment system capable of handling every step of the coverage process—from plan comparison to application, enrollment, payment, and renewal. For years, Illinois residents used HealthCare.gov for these functions. Although GetCoveredIllinois.gov existed, it served mainly as an informational guide, sending users back to federal systems to complete their applications.

The transition represented both a policy milestone and a major technical undertaking. A state-based marketplace meant Illinois could tailor the experience to its residents, strengthen local outreach, refine affordability initiatives, and design a system grounded in the specific needs of Illinois families. The vision was clear: to create a single, seamless destination where residents could not only learn about health insurance but confidently enroll in the plan that best fit their needs. On October 1, 2025, the State delivered on that vision. With the launch of the new Get Covered Illinois platform, residents could—for the first time—**complete the entire enrollment journey within one state-managed environment.**

The impact was immediate. During the 2026 open enrollment period in Fall 2025, the platform saw **more than 2.7 million visits** and supported **nearly 450,000 enrollments**, a strong indication that Illinoisans embraced the new marketplace. The website for the marketplace even earned national recognition as a **2026 Webby Honoree** in the Web Services & Applications category.



Idea

An Excellent Enrollment Experience

For years, Illinois residents had navigated a split experience.

They visited GetCoveredIllinois.gov for general information, only to be redirected to HealthCare.gov for the actual application, subsidy determination, and enrollment steps. This two-system process created confusion, added complexity, and left the State limited in how it could support residents or tailor outreach to local needs.

When the 2023 law mandated the transition to a state-based marketplace, Illinois had the opportunity to redesign the enrollment journey from the ground up. The vision was to build **a comprehensive enrollment system** that would give the State more control, offer residents a clearer path to coverage, and strengthen the statewide support network that helps families navigate their options.

At the heart of the idea was the belief that enrolling in health insurance should not feel like navigating a maze. It should feel guided, intuitive, and achievable for everyone, whether they are applying for the first time, renewing a plan for their family, or comparing options after a major life change. By bringing plan comparisons, cost estimates, application tools, enrollment functions, and payment options into one seamless environment, the State aimed to eliminate the barriers that had long discouraged or delayed residents seeking health coverage.

The goal was to build something better. Something clearer. Something designed specifically for the people of Illinois. And something capable of evolving alongside the health care needs of the state residents for years to come.

Highlights

- **Unified Platform:** Consolidates information, applications, and payments into one seamless, state-managed system.
- **Simplified Navigation:** Transforms the enrollment process from a complex, multi-site "maze" into a clear, guided journey.
- **State-Level Control:** Enables Illinois to better tailor outreach and provide stronger support to local communities.
- **Reduced Barriers:** Removes the friction of redirecting between systems, encouraging more residents to secure coverage.
- **Future-Ready Design:** Built to evolve and adapt to the changing health care needs of Illinoisans for years to come.



A Seamless Enrollment Experience

One of the most transformative aspects of the new platform is the ability to complete every part of the process in one place. Residents can learn about marketplace coverage, compare health and dental plans, estimate costs, apply for financial assistance, enroll in their chosen plan, and access payment information within the same system. This level of integration has created a much more cohesive and accessible experience for anyone seeking coverage.

The redesigned experience is **grounded in extensive user input**. Through research, interviews, and journey mapping, the teams behind the project built an interface that reflects how real residents think, search, and make decisions. The Illinois Department of Innovation & Technology (DoIT) ensured that accessibility remained a priority throughout development so that the platform serves all users regardless of ability, device, or method of access.

Implementation

Maximizing User Experience

Building a state-based marketplace required collaboration across state agencies and private partners. The Illinois Department of Insurance (DOI), DoIT, the Get Covered Illinois (GCI) program, and the vendor Maximus worked together throughout the development process, aligning on the core goal of creating a truly user-centered enrollment system. **The implementation unfolded in phases** that began with **understanding resident needs**. During the discovery phase, the team dug into existing pain points, analyzed usage data from earlier years, and listened to stakeholder and partner feedback. This collaboration informed a design phase focused on creating intuitive structures, testing prototypes with actual users, and refining the layout and flow of the platform. Finally, the system moved through build-out, testing, rollout, and post-launch enhancements, ensuring stability and clarity as Illinoisans transitioned away from HealthCare.gov.

Phased Approach

Phase 1: Discovery

Phase 2: Design

Phase 3: Build-Out

Phase 4: Testing

Phase 5: Rollout & Post-Launch

Throughout this period, communication with residents played a critical role. The website served as a key informational guide, helping people understand the timeline for the transition and what steps they would need to take for the 2026 plan year. The team also made it a priority to support marketplace partners—navigators, brokers, and community organizations—by giving them dedicated spaces within the platform to access tools, resources, and updates that enable them to better serve their communities.

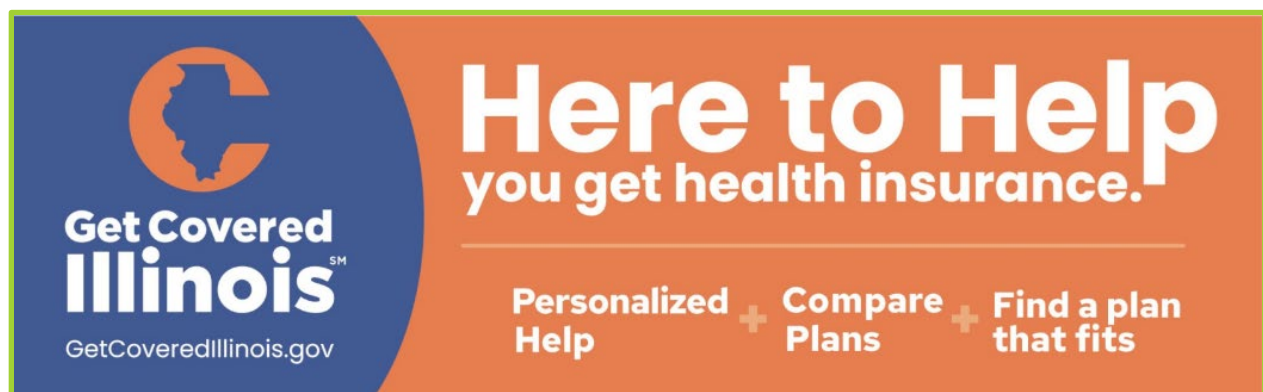
Technologies and Adoption

As early as June 2023, DOI and the GCI team began establishing communication channels that would allow them to collaborate across multiple requirement areas and navigate the official blueprint needed to make this initiative possible for the State of Illinois. Proposals for IT platforms and call centers, learning management systems, project management services, marketing and communications services, quality assurance, and web services were all evaluated. Get Insured was selected as the IT platform and call center vendor and became a primary focus as GCI prepared to migrate from the federal HealthCare.gov platform.

This success relied on key integrations across multiple federal and state agencies and systems. DOI transitioned its call center and learning management system, partnered with KPMG for quality assurance, collaborated with Maximus on the Get Covered Illinois website, and leveraged specialized DoIT personnel to build an accessible and secure ecosystem.

One area that required extensive collaboration with technical leaders at DoIT was the Get Covered Illinois website. Working closely with Maximus, the project's web and content management needs were met using Adobe Experience Manager (AEM), which provides a consistent look and feel aligned with other Illinois state agencies. As the state enterprise standard, AEM enables state web administrators to maintain and expand the site more efficiently, while Maximus continues to support the core system configuration.

A Unified Approach to User-Centered Design



Impact

A User-Friendly One-Stop Resource

Impact: A User-Friendly One-Stop Resource

The launch of the new Get Covered Illinois platform has had an immediate and measurable impact on how residents access health insurance. In just its first open enrollment period, the system welcomed **more than 2.7 million visits** and supported **nearly 450,000 enrollments** for the 2026 coverage year. These numbers reflect more than digital traffic and enrollment volume; they demonstrate that families across the State are successfully navigating a process that was once fragmented across multiple platforms.

Quick Facts

2.7M visits
since Oct. 2025

450K+ Illinois
enrollments in
2026

One-stop shop
for health
coverage

**User-centered
design** built on
direct feedback

**Webby
Honoree** 30th
Annual Awards

Before this project, residents often found themselves bouncing between GetCoveredIllinois.gov for general information and HealthCare.gov for actual enrollment. This separation created confusion, introduced unnecessary steps, and made it harder for people to understand their options. By consolidating the entire journey into one system, Illinois transformed the experience from a multi-site maze into **a clear, guided pathway**. Today, residents can research plans, determine eligibility for savings, enroll in coverage, and connect with free local assistance without leaving the platform.

The human impact is already visible. Navigators and brokers report that customers feel more confident, more informed, and less overwhelmed. Families applying for the first time are finding it easier to understand their options. One user described the platform as “a user-friendly resource,” noting that everything they needed was finally in one place. This kind of feedback underscores the core purpose of the transition: to make health coverage accessible and enrollment achievable for every resident, regardless of their familiarity with health insurance systems.

The strengthened support network is another important outcome. The integrated navigator and broker locator **ensures that help is accessible** in every region of the State, especially for residents who prefer in person guidance or who face language or technology barriers. The platform's attention to accessibility, built in collaboration with DoIT's accessibility experts, means that individuals with disabilities can engage fully and independently in the enrollment process. Taken together, these improvements represent more than a successful launch—they demonstrate a meaningful shift in how Illinois approaches health coverage. The State now offers a streamlined, comprehensive enrollment system that not only simplifies the experience but builds trust, reduces confusion, and empowers residents to get the coverage they need.

A Strong Foundation for the Future

The launch of the fully state-based Get Covered Illinois marketplace represents more than the completion of a complex technical initiative; it marks a major step forward in how Illinois supports the health and well-being of its residents. By building a comprehensive enrollment system on an accelerated timeline, the State created a clearer, more accessible path to health insurance coverage for hundreds of thousands of people. The new platform brings simplicity to a historically complicated process, strengthens local support networks, and gives Illinois greater flexibility to shape future health coverage programs. As enrollment continues to grow and the marketplace evolves, Get Covered Illinois stands as a model of how thoughtful design, strong collaboration, and commitment to residents can transform an essential public service.

Connecting Residents Through Creative Engagement



**Como una panadería.
Pero de seguros médicos.**

Compara múltiples planes. De diferentes aseguradoras. En un solo sitio.

GetCoveredIllinois.gov/es



Get Covered Illinois
(El sitio oficial para escoger y comprar tu seguro médico)



**Like GPS.
For health insurance.**

We'll route you to the right plan.

GetCoveredIllinois.gov

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